

## Message Text

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ORIGIN COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /044 R

DRAFTED BY COM/BIC/OIM/AF/RPRYDLUN/BWS/JK

APPROVED BY EB/OCA/REP/EMCKEON

COM/BIC/OIM/AF/JTDOYLE

COM/BIC/OIM/TTHOMAS

STATE/AF/W/HWALKER

EB/OCA/BR/IAWILLIASON

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R 292216Z APR 75

FM SECSTATE WASHDC

TO AMEMBASSY LAGOS

INFO AMCONSUL KADUNA

AMCONSUL IBADAN

AMEMBASSY KINSHASA

UNCLAS STATE 099921

E.O. 11652: N/A

TAGS: BEXP, NI

SUBJECT: LAGOS INTERNATIONAL TRADE FAIR

REF: LAGOS 3117

KINSHASA FOR USDOC TRAVELER FIEDLER

1. APPRECIATE REFTEL COMMERCE GIVING HIGH PRIORITY TO PARTICIPATION IN LAGOS INTERNATIONAL TRADE FAIR BEING PLANNED FOR LATE 1976. ABILITY TO MOUNT AN EXHIBIT DEPENDS, OF COURSE, UPON AVAILABILITY OF FUNDS. COMMERCE IS, HOWEVER, OPTIMISTIC THAT IN FY 1976 AND 1977 FUNDS WILL BE APPROVED FOR CONTINUED U.S. PARTICIPATION IN SELECTED INTERNATIONAL TRADE FAIRS AND THAT MARKETING PROSPECTS IN NIGERIA WILL JUSTIFY USE OF SUCH FUNDS FOR AN EXHIBIT IN LAGOS FAIR. WE WISH TO BEGIN PLANNING NOW ON THAT BASIS.

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2. CONSEQUENTLY, NEED DETAILS ON SITE CHARACTERISTICS,

RENTAL COSTS, TIMING, AND THEME RECOMMENDATION AS EARLY AS POSSIBLE. SUGGEST THAT MCGRATH AND FIEDLER CALL ON FAIR AUTHORITIES TO OBTAIN CURRENTLY AVAILABLE INFORMATION AND TO STRESS NEED FOR SUFFICIENT LEAD TIME FROM LAGOS FAIR PLANNING AUTHORITIES TO PERMIT POTENTIAL EXHIBITORS ADEQUATE PREPARATION TIME.

3. IN PREPARING PROMOTION/PRODUCT THEME RECOMMENDATION, POST MIGHT CONSIDER BEST AND ALTERNATE U.S. PRODUCTS/SERVICE CATEGORIES WHICH WOULD COMPLIMENT OVERALL FAIR THEME AS ENVISIONED BY NIGERIAN FAIR PLANNING AUTHORITIES. FOR INSTANCE, THE THEME MIGHT INCORPORATE ONE OR MORE OF THE TARGET INDUSTRIES SCHEDULED FOR PRIMARY PROMOTION EMPHASIS IN LATE 1976, E.G.: AVIONICS AND GROUND SUPPORT SUGGESTING A TRANSPORTATION THEME, FOOD PROCESSING AND PACKAGING-AGRIBUSINESS THEME, BUSINESS AND COMPUTER RELATED EQUIPMENT, ENERGY, COMMUNICATIONS, HEALTH CARE, AND/OR BUILDING AND CONSTRUCTION. KISSINGER

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**To:** LAGOS KADUNA IBADAN KINSHASA  
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